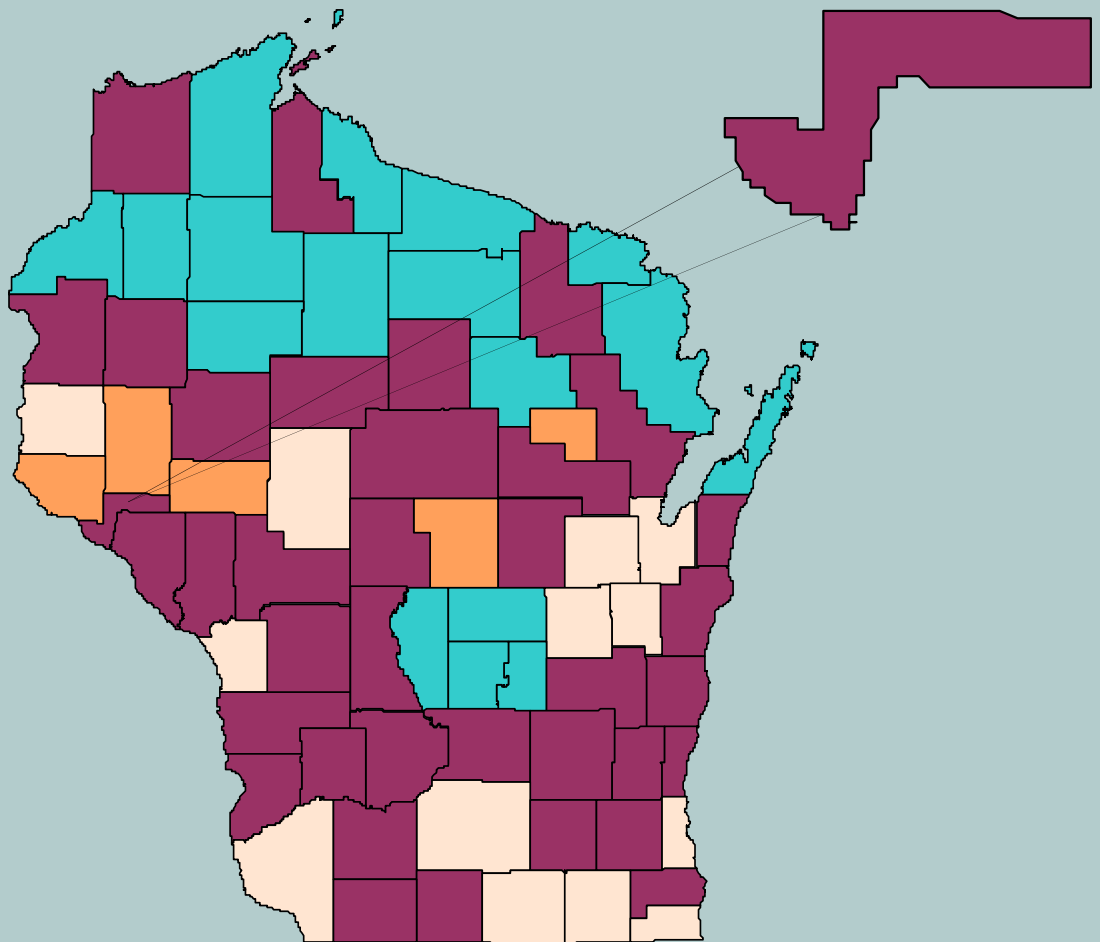


# Pepin County Workforce Profile

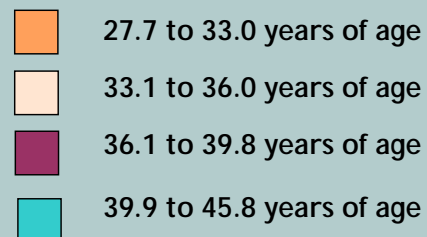
Median Age by County, 2000



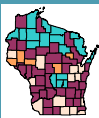
Your complete  
guide to the  
state of the  
labor force of  
today and a  
glimpse into  
the economy of  
tomorrow.



State of Wisconsin  
Department of Workforce Development  
October 2002



Source: Census 2000 of the United States



## County Population

The population in Pepin County increased from 7,107 in 1990 to 7,213 in April 2000 according to Census 2000 information. That increase of 106 reversed some of the loss in population experienced during the 1980s but not all of it. In 1980 the county population was 7,477. The county continued to add residents through the end of 2000 and by the end of the year the population increased by another 126 residents, more than the increase of the last ten years and much greater than the pace of both the national and state increases in population.

In the last decade, there was a net increase from migration of 97 residents compared with the loss of 604 residents from 1980 to 1990. While nearly all of the increase in population during the 1990s occurred from migration, there were also 856 births that exceeded the number of deaths by 10.

A net gain in population from migration means that more people moved to the county than moved out of the county. Census 2000 reveals that prior to 1995, roughly 20 percent of the population 5 years and older, or 1,378 individuals, lived in a different county. Of those new residents 26 percent moved from another state and 74 percent from somewhere else in Wisconsin.

The census also reveals that the majority of the increase in county population occurred with the ad-

dition of 71 in the white population. Other ethnic groups did contribute to population growth but the increases were very small. In 2000, just over 99 percent of the population in Pepin County were white, about the same as in 1990.

The Town of Albany had not only the largest increase in population with the addition of 113 residents, but also the greatest change of 22.3 percent. The largest municipality, the City of Durand, lost population during the 1990s and continued to lose residents through the end of 2000. The population in the Town of Stockholm, according to Census 2000, declined from 173 in 1990 to 75 in April 2000, then returned to 165 residents by the end of year. It is more likely that the population declined 2.9 percent from April 2000 to January 1, 2001.

Many of the residents that moved to the county during the 1990s were older but not so old that they were ready to retire. The greatest increase in the population occurred in the 40-49 year old age group, followed by the second largest increase in the 50-59 year old age group. Some of the increase was from an aging population, but not all of it.

Increases in the age groups on the upper end of the spectrum had an impact on the median age in Pepin County that increased to 38.7 years in 2000

(Continued on page 2)

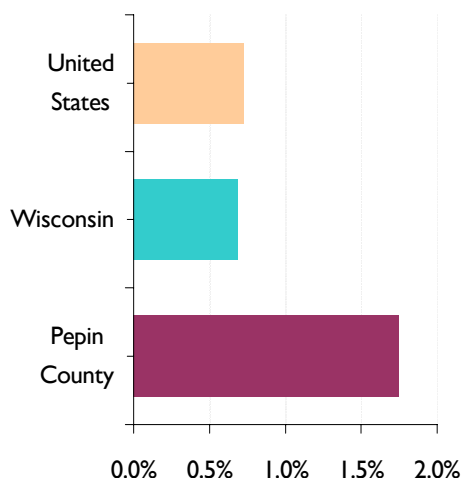
### Total Population

	2000 Census	January 1, 2001 Estimate	Percent change
United States	281,421,906	283,474,000	0.7%
Wisconsin	5,363,675	5,400,449	0.7%
Pepin County	7,213	7,339	1.7%

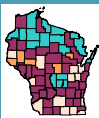
### Ten Largest Municipalities

Durand, City	1,968	1,965	-0.2%
Pepin, Village	878	879	0.1%
Waterville, Town	859	860	0.1%
Lima, Town	716	721	0.7%
Durand, Town	694	691	-0.4%
Albany, Town	620	635	2.4%
Pepin, Town	580	591	1.9%
Waubeek, Town	364	373	2.5%
Frankfort, Town	362	363	0.3%
Stockholm, Town	75	165	120.0%

### Population Growth 2000-2001



Source: Wisconsin Department of Administration, Demographic Services, 2002

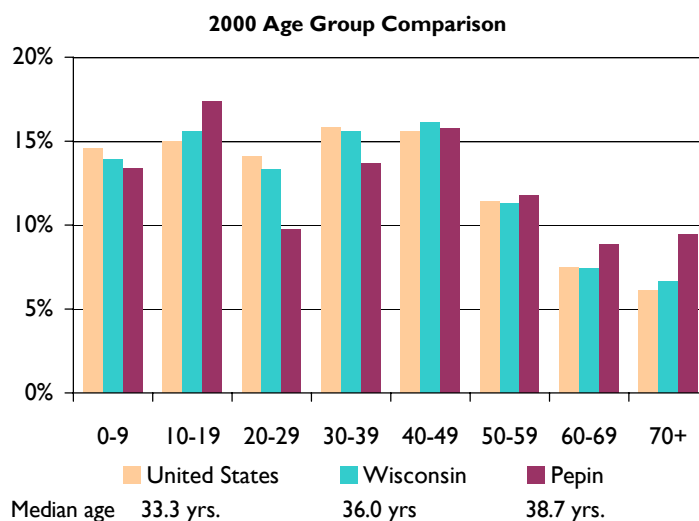


from 35.1 years in 1990. The median age in the county is higher than both the state median age of 36.0 years and the national median of 33.3 years.

The higher median age means that there are more residents in the older population groups than in the younger age groups and that is apparent in the graph on the right. The county has a smaller share of population in the youngest group than both the state and nation. While the 10 to 19 year old group is larger than in both the state and nation, there is a dramatic drop in the 20 to 29 year old group. The similar share of 10-19 year olds accounts for the higher birth rates during the 1980s. However, once they graduate from high school, these residents leave the area to continue their education or search for work. This loss is evident in the dramatic drop in 20-29 year old group.

Beginning at age 50, the county share of population in each age group is greater than in both the state and nation. This reflects the increase from new residents moving to the area and the aging of the last of the baby boom population. Over the age of 60 the county has a much larger share of population than the state and nation.

The consequences of the increases in the population groups over 50 on the current and future labor force cannot be overstated. While the labor force



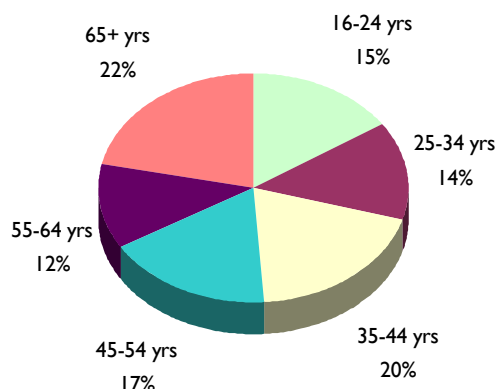
Source: US Department of Commerce, Census Bureau, *Census 2000*

has already shown signs of diminished growth, the full impact of an increasing older population, preparing to retire, will exacerbate the labor shortage. Compounding the problem of fewer workers is an aging population requiring more services that historically have been supplied by a young workforce.

The US Bureau of Labor Statistics (BLS) includes only the population 16 years and older as a potential source of labor. The BLS also excludes the population residing in institutions, such as nursing homes and prisons, and military personnel as a source of labor.

## County Civilian Labor Force

**Pepin County Labor Force Age Groups**



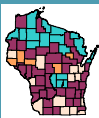
Source: US Dept. of Commerce, Census Bureau, *Census 2000*

The Pepin County population in 2000 16 years and older totaled 5,596. This population comprises the potential labor force in the county even though 22 percent is 65 years and older. The population over 65 years old shares some common characteristics. To begin with, most of them are retired, even though a recent trend has retirees returning to the workforce to pursue new interests.

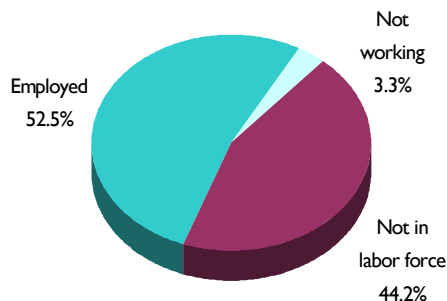
Other age groups also share characteristics. The 16-24 year olds are generally in school, work part-time and during summer breaks, and are starting their first jobs. This group is largely responsible for the increase in labor force during the summer months.

The next group, 25-34 year olds, are the work-

(Continued on page 3)

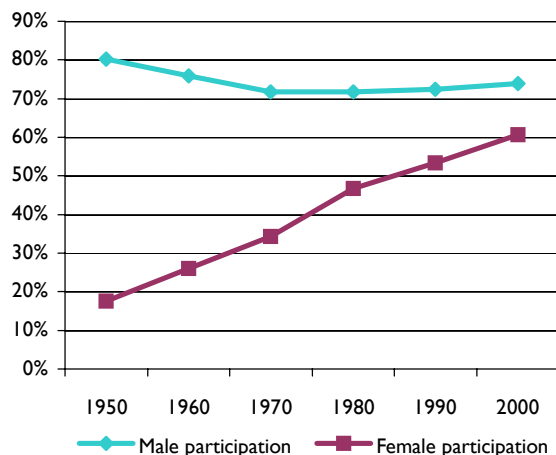


### 2001 Labor Force Participation



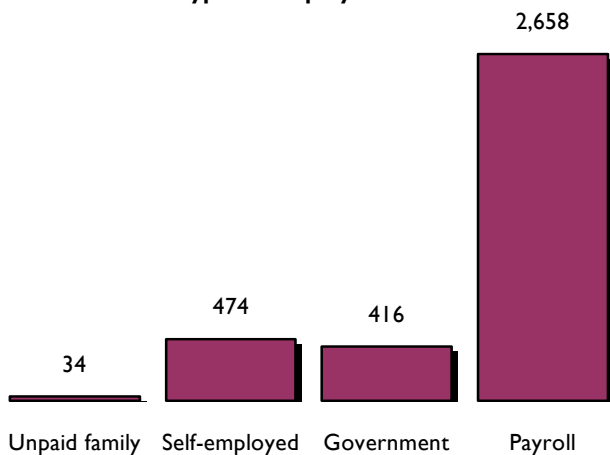
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

### Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, Census 2000

### Type of Employment



Source: US Dept. of Commerce, Census Bureau, Census 2000

force of the future, developing and honing skills, and moving into new careers. Many are starting and raising families, acquiring property, and working in at least one job if not two. Many of these same characteristics are shared by the next group, 35-44 year olds. This group is also preparing to send children to college, adding or upgrading housing, and looking for ways to add to the family income. Labor force participation is often highest in this group.

By middle-age, workers begin to think about retirement, and during the 1990s, workers were retiring in their fifties. By 65 years old most of the population has retired.

Because each age group has different interests the number of individuals who are employed or at least look for work varies. Labor force participation rates by age groups from Census 2000 is scheduled for release in the fall of 2002.

An estimate of labor force participation in 2001 in Pepin County included 52.5 percent of the labor force age population that worked, 3.3 percent of the population that were unemployed and 44.2 percent who choose not to work. The labor force participation rate in 2001 (the percent of the population 16 years and over that either worked or looked for work) was 55.8 percent.

Labor force participation, based on estimates from the Local Area Unemployment Statistics (LAUS) program, peaked in the county in the mid-1990s and has been falling steadily since then. Participation is currently much lower than in both the state (73.5%) and nation (66.9%). The lower participation rate is probably from the high share of population over 65 years old who do not participate in the labor force and from lower participation from females.

Labor force participation varies not only by the age of the population but also by sex. Over the last fifty years, participation in the labor force of females has steadily increased while participation of men has declined. There are a number of factors that serve as explanations for these divergent trends, but the most comprehensive is the change in the county's industry mix away from goods-producing jobs towards service-producing jobs. Another factor is access to retirement income, especially for men who have been in the workforce longer and in more permanent positions, than women are.

Labor force participants who work are engaged in

(Continued on page 4)



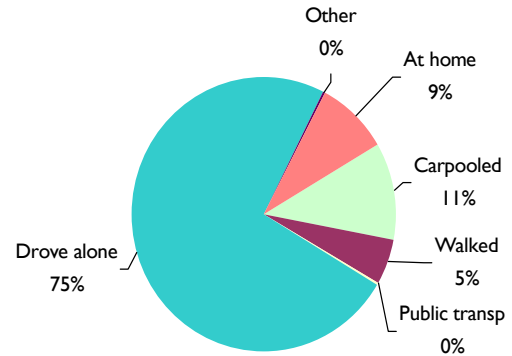
several 'types of employment'. In Pepin County 74 percent of the employed population work for a private employer and receive a payroll check. Government workers also receive a payroll check, but comprise only 12 percent of total employment.

Roughly 14 percent of workers in Pepin County are either self-employed or work as an unpaid family member. The share of self-employed and unpaid family members is much greater in Pepin County than in the state (6.4%), but has declined since 1990. Self-employed and proprietors tend to stay in the labor force longer than workers in payroll jobs do.

The number of self-employed and unpaid family members is a good reminder that total employment in the labor force includes more workers than just those employed in payroll jobs. It is one of the reasons that total employment in most counties is greater than the number of nonfarm wage and salary employment (see page 5).

An additional factor that effects the local labor force is the number of workers who commute into, or out of the county for jobs. Census 2000 revealed that roughly 34 percent of the workers living in Pepin County traveled to other Wisconsin counties

**County Travel-to-Work Patterns**



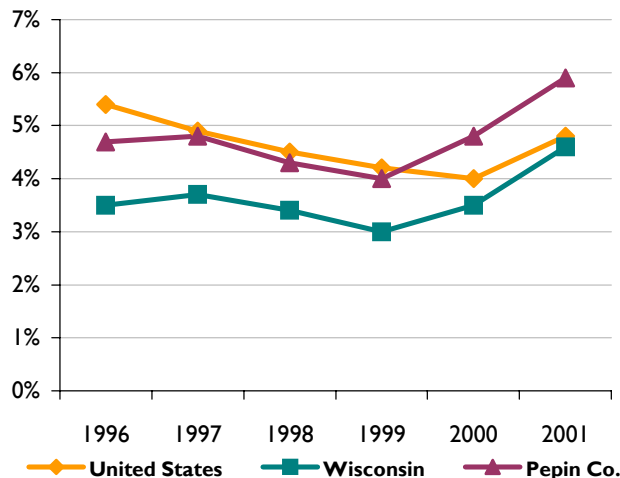
Source: US Dept. of Commerce, Census Bureau, Census 2000

and another 12 percent travel to jobs in another state. The specific destination of those workers from the census is not scheduled for release until 2003 but it is very likely they work in either Eau Claire County in Wisconsin or bordering counties in Minnesota.

Over the last five years the number of employed in Pepin County declined by 400 from 3,300 in 1996. The drop in employment in 1999 is due more to an anomaly in estimating than a loss of county jobs. Employment has remained low since then due to the weakened economy. Because of recent trends, the county average annual unemployment rate climbed above both national and state rates. The unemployment rate fluctuates with the seasons and there are some months when it drops below both the national and state rates. In 2001, a high unemployment rate of 9.9 percent occurred in February, but by September it declined to 3.5 percent.

Most of the workers in Pepin County drive alone to a job, while 11 percent, higher than in the state, were part of a car pool. Roughly 9 percent of those employed work at home, more than double the share in the state. And, with little public transportation, it is no surprise that so few take advantage of it. Statewide, only two percent use public transportation.

**Unemployment Rate Comparison**



**Pepin County Civilian Labor Force Data**

	1996	1997	1998	1999	2000	2001
Labor Force	3,500	3,500	3,400	3,200	3,100	3,100
Employed	3,300	3,300	3,300	3,000	3,000	2,900
Unemployed	160	170	150	130	150	190
Unemployment Rate	4.7%	4.8%	4.3%	4.0%	4.8%	5.9%

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002



## County Industry Employment

### Nonfarm Wage and Salary Employment

	1996	1997	1998	1999	2000	2001	Percent change	
							1 year	5 year
<b>Total</b>	2,132	2,187	2,237	2,224	2,181	2,132	-2.3%	0.0%
<b>Goods Producing</b>	230	259	297	312	322	325	0.7%	41.2%
Construction & Mining	118	128	140	152	161	162	0.5%	36.7%
Manufacturing	112	131	157	160	161	163	0.9%	46.0%
Durable	61	79	90	89	94	97	3.7%	59.0%
Nondurable	50	52	66	71	68	66	-2.9%	30.3%
<b>Service Producing</b>	1,902	1,929	1,940	1,911	1,858	1,807	-2.8%	-5.0%
Transportation, Communications & Utilities	116	111	102	116	114	101	-11.7%	-12.7%
Total Trade	735	779	769	778	731	707	-3.3%	-3.8%
Wholesale	273	295	295	286	277	257	-7.0%	-5.9%
Retail	462	484	474	492	455	450	-1.0%	-2.6%
Finance, Insurance, and Real Estate	69	66	65	66	68	69	1.7%	-0.4%
Services & Misc.	431	425	460	420	401	399	-0.7%	-7.6%
Total Government	550	547	544	531	544	531	-2.3%	-3.5%

Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

Nonfarm wage and salary employment is an estimate of the number of jobs generated by employers who are located in Pepin County. All jobs are counted from managers to laborers, who work full-time, part-time, temporary, seasonal, or by piece-work. Employment is classified using the Standard Industrial Classification (SIC) of the primary product

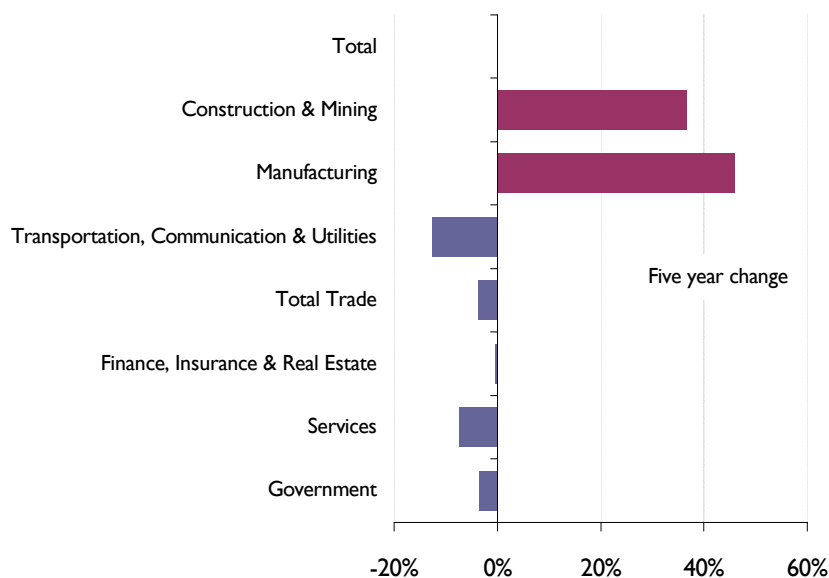
of the employer.

It becomes apparent when you look at this table that Pepin County workers find jobs with more than just county employers. There were 2,132 nonfarm wage and salary jobs in the county in 2001, a year when the total employment in the labor force (county residents) was 2,900. In addition to jobs in Pepin County, workers drove to jobs in adjacent counties and found work through self-employment. But, contrary to the decline in total employment from 1996 to 2001 the number of jobs with county employers remained the same.

Total nonfarm employment was unchanged from 1996 to 2001, while the number of jobs in the state increased 8.7 percent. During that time period, however, the number of jobs did increase to over 2,200 in 1998 and 1999. And, even though the total number of jobs was unchanged in the five-year period, some of the major industry divisions did report an increase.

The job growth that did occur in the county over both the one- and five-year time periods was primarily with goods producing employers, contrary to the

### Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002

(Continued on page 6)



### Top 10 Employers

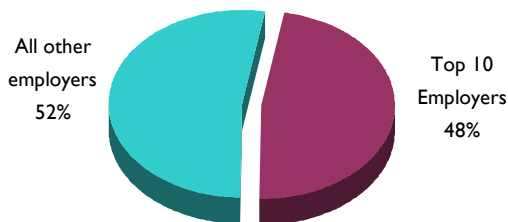
Company	Product or Service	Size
School District of Durand	Education	100-249
Bauer Built Inc.	Wholesale trade: motor vehicle parts	100-249
Chippewa Valley Hospital & Oakview	Health care services: hospital & nursing	100-249
County of Pepin	Executive & general government	100-249
Countryside Coop	Wholesale trade: farm supplies	50-99
Peppin Healthcare LLC	Health care services: nursing care	50-99
Pepin Public School	Education	50-99
Erickson IGA	Food store: grocery	50-99
Durand Builders Service Inc.	General building construction	50-99
Durand Implement Inc.	Wholesale trade: farm equipment	20-49

### Top 10 Industry Groups

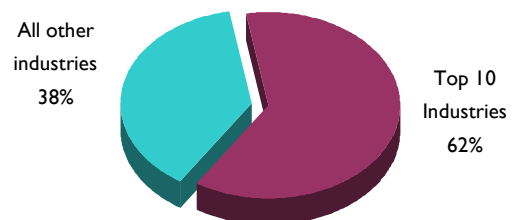
Industry Group	March 2001		Numeric change	
	Employers	Employees	1-year	5-year
Educational Services	*	*	*	*
Health Services	7	239	-7	-40
Wholesale Trade-Durable Goods	8	156	-21	-6
Eating and Drinking Places	16	149	-8	-14
Automotive Dealers & Service Stations	10	131	-4	11
Wholesale Trade-Nondurable Goods	6	94	-7	-13
General Building Contractors	10	85	9	31
Food Stores	*	*	*	*
Local and Interurban Passenger Transit	3	64	0	24
Lumber and Wood Products	5	63	2	*

\*data suppressed to maintain confidentiality

**Top 10 Employers' Share of Nonfarm Employment**



**Top 10 Industry Group Share of Nonfarm Employment**



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

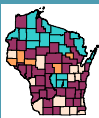
trend in the state and nation where most of the additional jobs have been from service producing employers. In Pepin County, however, smaller absolute changes generate larger percent changes in employment. An increase of 51 jobs with local manufacturing employers over the five-year period produced an increase of 46 percent far exceeding the 2.2 percent loss in the state.

Employers in the service-producing sector reduced payroll by 50 jobs in the last year, but em-

ployment increases in 1997 and 1998 were large enough to retain a gain of 20 jobs over the five-year period. Most of those jobs with service producing employers are with government agencies, especially local schools. Education services is the largest industry group in the county and the School District in Durand is the largest employer. Although employment data for education is suppressed, it is a large component of government employment that

(Continued on page 7)





totaled 531 jobs in 2001.

Out of 216 employers in Pepin County, ten provide nearly half of the jobs. Both industry groups in wholesale trade are among the largest industry groups and three of the county's largest employers are wholesalers. The wholesale trade industry division comprises nearly 13 percent of all jobs in Pepin County, a higher share than in most other counties of the state. Workers in wholesale trade earn the highest average annual wage in the county of \$35,199 and, together, wholesale trade employers

have the second largest payroll. Total payroll from wholesale trade employers of \$9,644,456 is 21 percent of the payroll from all county employers of \$51,876,393.

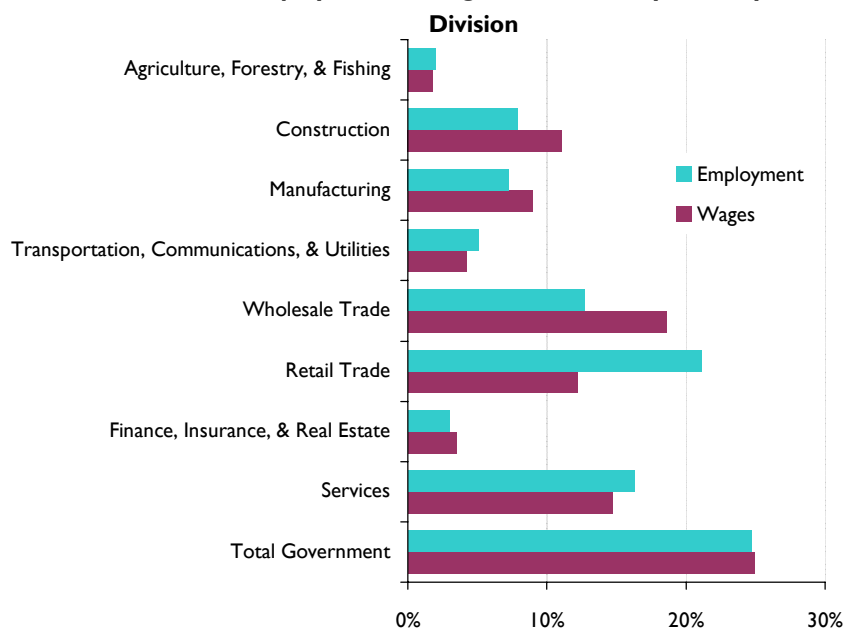
The largest payroll and most jobs, however, are in government. Nearly 25 percent of the employment in Pepin County is with government agencies primarily local school districts and county and town governments.

Retail trade, with 21 percent of the jobs, has the second highest employment level in the county.

However, total payroll for retail trade workers of \$6,315,988 is less than half that of government workers. Workers in retail trade often work in part time and seasonal jobs so the annual payroll is smaller. Many of the employers are also smaller and cannot offer higher hourly wages to workers. That said, annual average wages for retail trade workers are close to wages for similar work statewide. Services industry employers are also small but provide over 16 percent of the jobs in the county. The average wage, however, is only 76 percent of the state industry average.

The average wage for all workers in Pepin County was 78 percent of the state average but increases over both the one- and five-year periods exceeded state increases of 0.8 and 18.8 percent, respectively.

2001 Employment & Wage Distribution by Industry



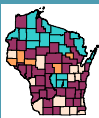
Annual Average Wage By Industry Division

	Pepin Co. Annual Average Wage	Wisconsin Annual Average Wage	Percent of State Average	1-year percent change	5-year percent change
All Industries*	\$ 24,129	\$ 30,922	78.0%	4.7%	20.5%
Agriculture, Forestry, & Fishing	\$ 21,855	\$ 22,565	96.9%	6.8%	6.7%
Construction	\$ 34,068	\$ 39,011	87.3%	3.6%	27.8%
Manufacturing	\$ 29,658	\$ 39,739	74.6%	6.0%	25.3%
Transportation, Communications, & Utilities	\$ 20,022	\$ 36,639	54.6%	8.3%	12.0%
Wholesale Trade	\$ 35,199	\$ 40,521	86.9%	3.2%	25.7%
Retail Trade	\$ 13,920	\$ 14,596	95.4%	5.2%	28.8%
Finance, Insurance, & Real estate	\$ 28,346	\$ 40,933	69.2%	2.6%	17.1%
Services	\$ 21,807	\$ 28,775	75.8%	8.7%	12.3%
Total Government	\$ 24,392	\$ 33,785	72.2%	2.9%	13.8%

\* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*





## Occupation and Education Characteristics of County Population

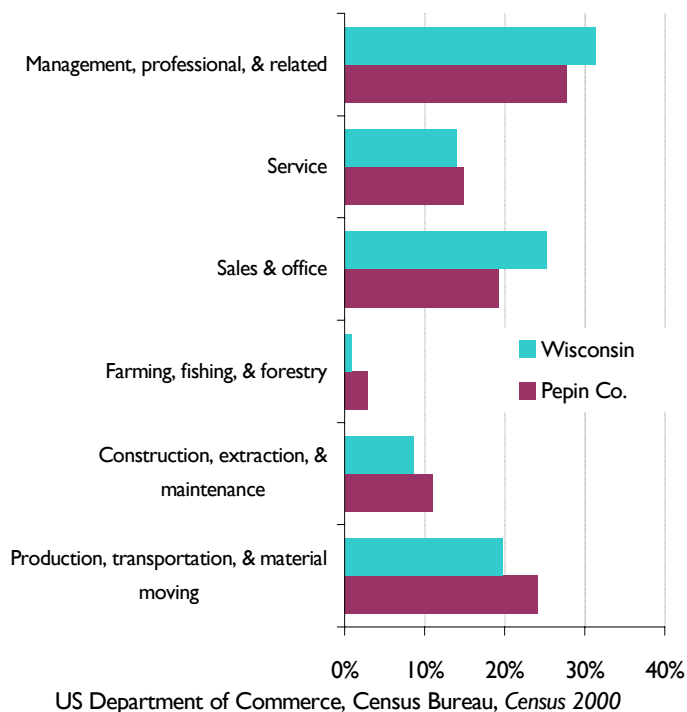
The previous pages explored jobs classified by industry, but jobs are also classified by occupation. Data on occupation employment is more difficult to access, especially at the county level, but the census offers a glimpse into the types of occupations in Pepin County. The distribution of occupations reflects the employment of all resident workers, including those that work outside of the county and are self-employed.

The largest group in the county and the state is management, professional and related occupations. The mix of occupations in this group varies by geographic location depending on the industry mix. In Pepin County, most of the jobs in this group are teachers and health care professionals. These jobs are primarily with employers in the services industry division and local school districts and require education and training beyond high school. Nationally, 80 percent of jobs in this group require post-secondary education, while in Wisconsin, roughly 78 percent do.

In Pepin County 39 percent of the population 25 years old and over have some education beyond high school, but only 13 percent hold a college degree. Statewide, 22.5 percent of the same population group holds a college degree (Census 2000).

A larger share of the population has 1-3 years of post-secondary education that could include some college with no degree, an associate degree, or technical college training. Workers in this group

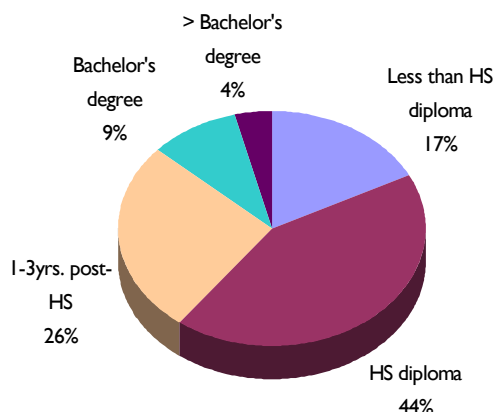
Employment by Occupation Group: 2000



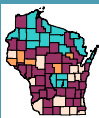
find employment in all occupational groups including the production and maintenance occupations, the second largest in the county. Typically these occupations are employed by manufacturing employers, but the group also includes maintenance workers, truck drivers and mechanics who are found in all industry divisions, especially wholesale trade. Employers now expect workers in these occupations to have some training beyond high school. The same is true of many of the sales and office occupational group, the third largest group in the county. Occupations in this group include accounting, advertising, technical sales, and general office occupations.

The fourth largest group is service occupations. This group is larger in the county than in the state and has the fewest occupations that require training beyond high school. Workers in service occupations comprise 15 percent of the workforce in Pepin County compared with 14 percent in the state. Service occupations include nurse aides, janitors, kitchen workers, waiters, and police and firefighters. Wages for many of these jobs are low and workers often work less than 40 hours per week.

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, Census 2000



## County Income Information

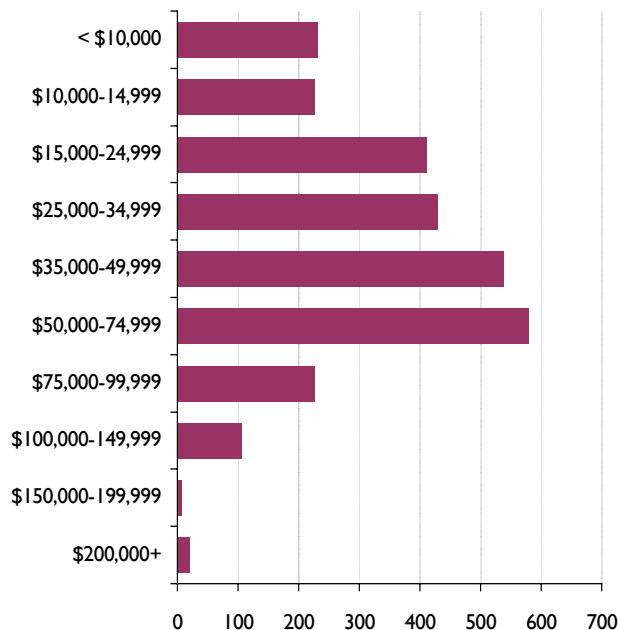
The median household income in 1999 (last full year of income data used for census) in Pepin County of \$37,609 was 86 percent of the state median income of \$43,791. Less than five percent of the households in the county had an annual income over \$100,000 while 17 percent earned less than \$15,000. So many households with low income contribute to a poverty rate in the county of 9.1 percent that is higher than the rate in the state of 8.7 percent.

Household income includes income not only from wages of all persons living in the household, but also from self-employment, proprietorships, investments, assets, social security, retirement, Veteran's benefits, welfare, and unemployment benefits. Because there is generally more than one person in a household (the average in Pepin County is 2.6 persons per household) and workers often hold more than one job helps explain why household income is higher than both per capita personal income and average income from wages.

Per capita personal income (PCPI) is the total income in an area, \$150,097,000 in Pepin County, divided by the total population. PCPI in Pepin County in 2000 of \$20,853 was 74 percent of the PCPI in Wisconsin and 71 percent of the United States. In the last year it increased 4.6 percent, matching the state increase but less than the national increase.

Incomes are lower in Pepin County, not only because of lower wages but also because of a larger

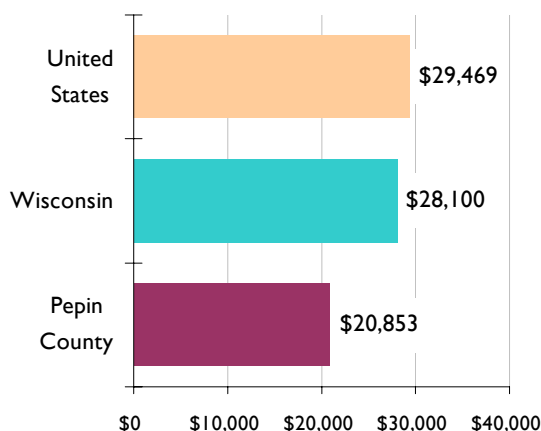
**Households by Income Range**  
Median household income in Pepin Co. \$37,609



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

elderly population living on fixed incomes. Income from government retirement and medical payments comprises 85 percent of transfer payments and transfer payments in the county are a much greater share than in either the state or nation. The population living on fixed income will only increase in the next ten years.

**Per Capita Personal Income 2000**



Source: US Department of Commerce, Bureau of Economic Analysis

**Components of Total Personal Income: 2000**

